ORDER

Orders	Order / Rev:	106562		
	Alt Order #:	06852078		
	Product Desc:	Issue		
	Estimate:	1770		KSNV
	Flight Dates:	09/13/12 - 09/22/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/12/12 / 09/12/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar;	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Patriot Majority		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

Amy McCreary

DIII FIAII					
Start Date	End Date	# Spots	Gross Amount	Net Amount	Mo
08/27/12	09/26/12	78	\$82,775.00	\$70,358,75	Sep

POLITICAL/AGY, PISSUE, GEN

iotais				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$82,775.00	\$70,358.75	0.00
Totals	78	\$82,775,00	\$70.358.75	0.00

100%

Agency External ID:

			lotais	10	φο2,770.00	\$70,336.73
Account Executives						
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %		

Start Of Order - End Of Order

Order Share	Share	Total
KSNV	27%	\$82,775.00
Market	100%	\$306,574.07

Revenue Codes:

		, ,
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$73,577.78
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$70,512.04
KTUD	0%	\$0.00
KVVU	19%	\$58,249.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$21,460,19

	Ln	Ch	Start	End	Inventory	Code Br	eak	Start/End Time	e Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/13/12	09/26/12	M-F 5-6a V	VakeUp w/Wa@N	i	5-6a	MTWTF	:30	5	\$600.001	0.00 NM	6	\$3,600.00
					M-F 5-6a \	NakeUp w/Wagi	ers								
		COMME	NTS APP	LY TO SU	B LINES A	THRU B									
		WAKE L	JP WITH T	THE WAG	NERS										
		<u>Star</u>	t Date	End Date	Weekday	<u>/s Spots/W</u>	<u>eek</u>	<u>Rate</u> R	Rating				ı		

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KSNV

Order / Rev:

106562

06852078

Advertiser:

Product Desc:

Patriot Majority

Alt Order #: Flight Dates:

09/13/12 - 09/22/12

Estimate:

Issue 1770

Days Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount Ch Fnd Ln Start 0.00 NM \$3,600.00 KSNV 09/13/12 09/26/12 M-F 5-6a WakeUp w/WagM 5-6a MTWTF-:30 \$600,001 M-F 5-6a WakeUp w/Wagners COMMENTS APPLY TO SUB LINES A THRU B WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/13/12 09/19/12 MTWTF--5 \$600.00 0.00 MTWTF---0.00 \$600.00 09/26/12 Week: 09/20/12 :30 2 \$1,000,001 0.00 NM \$2,000,00 E 2 KSNV 09/13/12 09/19/12 M-F 6-7a WakeUp w/WaQM MTWTF---M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rate Rating Start Date End Date Weekdays Spots/Week MTWTF--Week: 09/13/12 09/19/12 \$1,000.00 0.00 658a-9am 5 \$1,500,001 0.00 NM \$7.500.00 E 3 KSNV 09/13/12 09/19/12 **Today Show** CM MTWTF--:30 5 **Today Show TODAY SHOW** End Date Weekdays Spots/Week Rate Rating Start Date MTWTF~-0.00 Week: 09/13/12 09/19/12 5 \$1,500.00 ----S-:30 \$350.001 0.00 NM \$350.00 09/15/12 09/15/12 News 3 Sunrise - SATURIM 6a-7a **KSNV** News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE no program 7/7. Start Date Weekdays Spots/Week Rate Rating End Date ----S-09/16/12 \$350.00 0.00 Week: 09/10/12 News 3 Today - SATURDM KSNV 09/15/12 09/15/12 9am-930am -----5-:30 \$500.001 0.00 NM 1 \$500.00 News 3 Today - SAT NEWS 3 TODAY/WKEND Weekdays Spots/Week Rating Start Date End Date <u>Rate</u> 09/16/12 ----5-\$500.00 0.00 Week: 09/10/12 \$625.001 CM ----S :30 1 0.00 NM \$625.00 KSNV 09/16/12 09/16/12 Sunday Today 7a-8am Sunday Today TODAY ON SUNDAY Start Date **End Date** Weekdays Spots/Week Rate Rating \$625.00 0.00 09/16/12 Week; 09/10/12 KSNV 09/16/12 09/16/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$500.001 0.00 NM \$500.00 Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW Start Date End Date Weekdays Spots/Week Rate Rating \$500.00 0.00 Week: 09/10/12 09/16/12 430a-5a :30 3 \$200.001 0.00 NM \$600.00 KSNV 09/13/12 09/19/12 Wake Up Early w/ Wagn@M MTWT--S 3 Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating MTWT--5 09/19/12 \$200.00 0.00 Week; 09/13/12 :30 \$200,001 0.00 NM \$200.00 KSNV 09/20/12 09/26/12 Wake Up Early w/ Wagn@M 430a-5a MTWT---Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS Weekdays Rating Start Date End Date Spots/Week Rate 09/26/12 MTWT ---\$200.00 0.00 Week: 09/20/12 9-10a MTWTF~~ 0:00 NM \$2,700.00 E 10 KSNV 09/13/12 09/19/12 M-F Today Show II 3rd HCM :30 3 \$900.001 3 M-F Today Show II TODAY SHOW II Spots/Week Start Date **End Date** Weekdays Rate Rating MTWTF---Week: 09/13/12 09/19/12 \$900.00 0.00 \$325.001 0.00 NM 3 \$975.00 E 11 KSNV 09/13/12 09/19/12 Rachael Ray CM 11am-12pm MTWTF--:30 Rachael Ray RACHEL RAY End Date Spots/Week Start Date Weekdays Rate Rating Week: 09/13/12 09/19/12 MTWTF--\$325.00 0.00 E 12 KSNV 09/13/12 09/26/12 Noon News CM 12-1230pm MTWTE--:30 \$425.001 0.00 NM 5 \$2,125.00 Noon News COMMENTS APPLY TO SUB LINES A THRU B **NEWS 3 AT NOON** Start Date End Date Weekdays Spots/Week Rate Rating

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KSNV

Order / Rev:

106562 06852078

32 Ad

Advertiser:

Patriot Majority

Alt Order #: Flight Dates:

09/13/12 - 09/22/12

Product Desc: Estimate: Issue

1770

Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start Fnd MTWTF--:30 \$425.001 0.00 NM \$2,125.00 E 12 KSNV 09/13/12 09/26/12 Noon News 12-1230pm Noon News COMMENTS APPLY TO SUB LINES A THRU B **NEWS 3 AT NOON** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating 09/19/12 0.00 MTWTF--\$425.00 Week: 09/13/12 4 09/26/12 MTWTF-~ \$425.00 0.00 Week: 09/20/12 0.00 NM \$2,250.00 F 13 KSNV 09/13/12 09/26/12 Dr. Phil CM 3-4p MTWTF--:30 \$450.001 5 Dr Phil COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL Spots/Week <u>Rate</u> Rating Start Date End Date Weekdays 09/19/12 MTWTF--\$450.00 0.00 Week: 09/13/12 Week: 09/20/12 09/26/12 MTWTF--\$450.00 0.00 MTWTF--\$700.001 0.00 NM \$2.800.00 E14 KSNV 09/13/12 09/19/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 4 (4:00 PM-4:30 PM) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR **End Date** Weekdays Spots/Week Rate Rating Start Date MTWTF--0.00 Week: 09/13/12 09/19/12 \$700.00 :30 \$700.001 0.00 NM \$2,800.00 E15 KSNV 09/13/12 09/19/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Spots/Week **End Date** Rating Start Date <u>Weekdays</u> Rate Week: 09/13/12 09/19/12 MTWTF-\$700.00 0,00 CM 5-630p MTWTF--;30 12 \$1,200.001 0.00 NM \$15,600.00 E 16 KSNV 09/13/12 09/26/12 M-F Early News 13 M-F Early News COMMENTS APPLY TO SUB LINES A THRU B **EARLY NEWS** End Date Weekdays Spots/Week Rating Start Date Rate MTWTF--Week: 09/13/12 09/19/12 12 \$1,200.00 0.00 09/26/12 MTWTF--1 \$1,200.00 0.00 Week: 09/20/12 E 17 KSNV 09/15/12 09/15/12 :30 \$650.001 0.00 NM \$650.00 ----S-Sa-Su Early News CM 5pm-630pm Sa-Su Early News KSNV EARLY NEWS Start Date End Date Spots/Week Rate Rating ----s-\$650.00 0.00 09/16/12 Week: 09/10/12 MTWTF--M-F Jeopardy :30 4 \$1,300.001 0.00 NM \$5,200,00 E 19 KSNV 09/13/12 09/19/12 CM 630-7pm M-F Jeopardy **JEOPARDY** Start Date Weekdays Spots/Week Rating End Date Rate Week: 09/13/12 09/19/12 MTWTF--4 \$1,300.00 0.00MTWTF--4 \$1,300.001 0.00 NM 5 \$6.500.00 :30 E 20 KSNV 09/13/12 09/26/12 M-F Wheel CM 7-730pm M-F Wheel of Fortune COMMENTS APPLY TO SUB LINES A THRU B WHEEL OF FORTUNE Start Date Weekdays Spots/Week Rating **End Date** Rate MTWTF--\$1,300.00 0.00 Week: 09/13/12 09/19/12 4 MTWTF--Week: 09/20/12 09/26/12 \$1,300.00 0.00 1 \$6,000.001 0.00 NM \$6,000.00 E 21 KSNV 09/17/12 09/17/12 Mon PR 8-10p CM :30 8-10pm Monday Prime 8-10pm THE VOICE Spots/Week Rating Rate Start Date End Date <u>Weekdays</u> \$6,000.00 0.00 Week: 09/17/12 09/23/12 E 22 KSNV 09/19/12 09/19/12 Wed PR 8-9p CM 8-9pm --W---:30 1 \$2,400.001 0.00 NM \$2,400.00 Wednesday Prime 8-9pm ANIMAL/GUYS Spots/Week Rating Start Date **End Date** Weekdays Rate 09/23/12 --W----\$2,400.00 0.00 Week: 09/17/12 CM 1P-9PM ----S :30 1 \$10,000.001 0.00 NM \$10,000.00 E 23 KSNV 09/16/12 09/16/12 NFL Football NFL Football SUN NITE FBALL End Date Spots/Week Rate Rating Start Date Weekdays

KSNV

Print Date: 09/13/12 08:48:42 Advertiser: Patriot Majority Order / Rev: 106562

Issue

Product Desc:

06852078 Alt Order #: 1770 Estimate: 09/13/12 - 09/22/12 Flight Dates:

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type Spots	Amount
E 23 KSNV 09/16/12 09/16/12	NFL Football CM	1P-9PMS	:30 1 \$10,000.001	0,00 NM 1	\$10,000.00
	NFL Football			1	
SUN NITE FBALL					
Start Date End Date	Weekdays Spots/Week	Rate Rating		1	
Week: 09/10/12 09/16/12		\$10,000.00 0.00	-20 2 \$1 100 001	0.00 NM 3	\$3,300.00
E 24 KSNV 09/13/12 09/19/12	M-F News 3 at Eleven CM	11pm-1135pm MTWTF	:30 3 \$1,100.001	0.00 14141 3	ψ0,000.00
NEW ON MOUTOIDE	M-F News 3 at Eleven				
NEWS 3 NIGHTSIDE	Weekdays Spots/Week	Rate Rating			
<u>Start Date</u> <u>End Date</u> Week: 09/13/12 09/19/12		\$1,100.00 0.00			
E 25 KSNV 09/15/12 09/15/12		11pm-1135pmS-	:30 1 \$1,100.001	0.00 NM 1	\$1,100.00
E 25 KSNV 09/15/12 09/15/12	Sa-Su News 3 at Eleven	116111111111111111111111111111111111111			
NEWS 3 NIGHTSIDE					
Start Date End Date	Weekdays Spots/Week	Rate Rating		1	
Week: 09/10/12 09/16/12	S- <u>1</u>	\$1,100.00 0.00			*
E 26 KSNV 09/16/12 09/16/12	Sa-Su News 3 at ElevenCM	11pm-1135pmS	;30 1 \$1,100.001	0.00 NM 1	\$1,100.00
	Sa-Su News 3 at Eleven				
NEWS 3 NIGHTSIDE					
Start Date End Date	Weekdays Spots/Week			•	
Week: 09/10/12 09/16/12	S 1	\$1,100.00 0.00	:30 2 \$700,001	0.00 NM 2	\$1,400.00
E 27 KSNV 09/13/12 09/19/12		1135p-1237a MTWTF	:30 2 \$700,001	0.00 NW	Ψ1,-100.00
TONIOUT CHOMINA INVI	Tonight Show				
TONIGHT SHOW W/ JAY L Start Date End Date	.=NO We <u>ekdays</u> <u>Spots/Week</u>	Rate Rating			
Start Date End Date Week: 09/13/12 09/19/12	MTWTF 2	\$700.00 0.00			
Week. 03/13/12 03/13/12	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Totals 78	\$82,775.00